IVY NETWORK

WYBC-THE YALE BROADCASTING COMPANY
Incorporated

PROGRAM DEPARTMENT

#2
September 1, 1948

STANDARD OPERATING INSTRUCTIONS

--IVY NETWORK--

The following will be the governing continuity for all Ivy Network programs carried by this station, originating from our studios:

ALL PROGRAMS WILL BE PRECEDED WITH THE FOLLOWING WORDS GIVEN BY A STAFF ANNOUNCER:

"THIS IS THE IVY NETWORK" (Program will follow immediately).

IF PROGRAMS OF ½ HOUR OR LONGER DURATION PERMIT, A SPECIAL COURTESY IVY NETWORK PROMOTION SPOT PLUG PROVIDED BY THIS DEPARTMENT WILL BE READ BY A CLASS "A" STAFF ANNOUNCER AT AN APPROPRIATE POINT IN THE MIDDLE OF THE PROGRAM.

PROGRAMS WILL END WITH THE FOLLOWING WORDS BY A STAFF ANNOUNCER IF NOT INCLUDED IN PROGRAM CONTENT:

"THIS IS THE IVY NETWORK."

THIS WILL BE FOLLOWED BY:

"AND THIS IS THE YALE BROADCASTING COMPANY,"
(By a different Announcer if possible.)

All Staff Announcers and Engineers of WYBC will be governed accordingly.

David H.Z. Johnston
Program Director

DIS: All Personnel